

CYNOPSIS ESPORTS

CONFERENCE

THURSDAY, JUNE 23, 2016 | Three Sixty NYC

AGENDA

9:00 – 9:15 a.m. Opening Keynote The eSports Revolution

9:15 – 10:00 a.m. eSports vs. the World: How competitive gaming is changing media

With 32 million fans alone in North America (and 205 million watching around the world), key executives within the world of eSports detail the factors that caused the explosion, how the leagues are preparing to take advantage of the growth and why brands should invest now and get in the game. You'll learn:

- How companies can position themselves to prepare for the change in viewing patterns.
- Why this will impact the future of content.
- Lessons learned along the way.

10:00 – 10:15 a.m. Networking break

10:15 – 10:30 a.m. Q&A: Drone Demonstration

10:30 – 11:15 a.m. Marketing Authenticity to Gamers

Entrenched sponsors and marketers share their insights and best practices into connecting with eSports fans, laying out a blueprint for how brands can reach and authentically connect with a generation of skeptical but affluent consumers. You'll learn:

- The surprising reason that fans attend eSports events.
- How to motivate fans to buy more in-game content.
- Best practices to cultivate a loyal, engaged community.

11:15 – 12:00 p.m. Anatomy of an eSports brand: Team OpTiK

12:00 – 12:30 p.m. Networking Lunch

12:30 – 12:45 p.m. Luncheon Keynote

12:45. – 1:30 p.m. The Gaming Celebrity: How to win friends and the power of pressing play

Top gamers detail their rise to fame leveraging loyal fan bases dedicated to the space via multiple dedicated channels such as YouTube and Twitch and discuss what makes their fans tick, how they are reaching them and how they work with partners. We'll learn about communicating with these audiences, who they are and what they respond to.

1:30 – 1:45 p.m. Networking break

1:45 – 2:30 p.m. The Future of Gaming, the Future of Fans

Video game publishers, technology leaders and investors will gather to look forward, talking about what's on the horizon for the gaming and eSports industries. You'll learn:

- How VR, tech and new consoles and platforms will deliver an even greater impact on engagement.
- How branded content will play a bigger role.
- The new wave of immersive experiences.

2:30 – 2:45 p.m. Closing Keynote